Territory Optimization Tool

CONEXUS solutions, inc.

Simplify Territory Alignment

Managing sales resources and their associated territories is a complex activity for commercial life sciences teams. Managers responding to territory change requests must assess the viability of changes and the impact on workload, performance, and revenue.

These decisions require flexibility to customize territories quickly and efficiently. However, such moves impact the territories and the sales teams that support them. Managers need the ability to assess the impact of the action and the ability to answer two critical questions:

- How does the territory change impact the current workload of the sales team?
- Does the proposed territory change optimize potential revenue?

Commercial teams often use multiple standalone commercial tools and spreadsheets or create complex calculations to test different "what if" scenarios.

Key Features

The Conexus Territory Optimization Tool enables automated territory alignment and management. It offers the ability to upload and extract ZTT (zip-to-territory) files at different levels in the territory hierarchy. Users can quickly and easily move zip codes to create new alignments and view side-by-side visuals of current and projected territory boundaries.
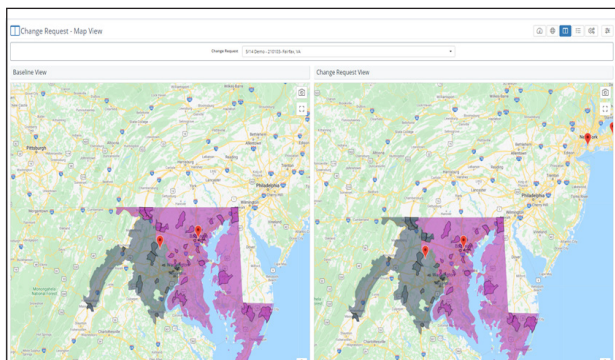
The tool supports multiple alignments based on the team requirements. As territory changes are implemented, the history of the changes is captured and available for audit and review. Mapping visuals support clear reporting for team members and management communications.
The Conexus Territory Optimization Tool is part of an integrated sales management suite that provides holistic support for commercial operations. The suite also integrates with Veeva CRM.
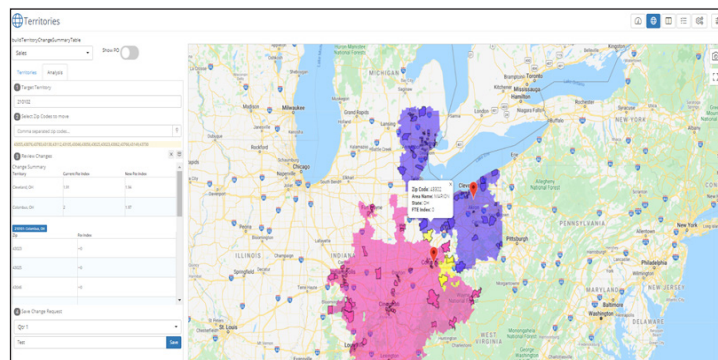
Build Better Territories

The Conexus Territory Optimization Tool maximizes revenues, resource utilization, and performance of sales teams and territories. It simplifies territory design and planning with easy-to-use mapping visuals.

Territory optimization enables teams to run "what if" scenarios to assess territory changes quickly and efficiently before implementation. It offers a data-driven approach to optimizing sales, workload, and performance. By automating complicated alignments and adding visualizations, it simplifies the complexities of territory management.

Territory Optimization Tool

Comparing Territories

Territory Optimization - What-if-scenarios

Review History of Changes

About Us

Conexus Solutions delivers innovative sales and marketing operations support and technology solutions to small and mid-size life sciences companies. Territory Optimization Tool is designed, developed, and implemented by our team of sales, marketing, and technology professionals who bring decades of experience and innovation to every project. Visit us at: www.cnxsi.com.

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